

Business of Design seminar launches in October 2014

A seminar/talks programme, aimed at designers and design businesses in various fields of design, will be launching in Cape Town and Johannesburg in October 2014.

The event is geared to improving the way design businesses think and perform, while guiding, inspiring and offering practical tools to better their businesses.

34 recognised speakers



Founded by Laurence Brick and Cathy O'Clery of Platform Creative Agency, and the creative duo behind 100% Design South Africa, and Trevyn and Julian McGowan of SOURCE, Southern Guild and GUILD International Design Fair, this two-day programme will see talks presented by 34 of South Africa's most recognised design leaders.

Speakers will be covering fields such as marketing, media, accountancy, copyright and intellectual property, commerciality, product development, branding, exporting to international markets, general inspiration and keys to success.

Through extensive dealings with local creative enterprises, the Business of Design founders have recognised that there is a need in the industry for assistance with developing good business practice, professionalism and growth, and aim to fill this gap through the dynamic Business of Design programme. A Business of Design Scholarship Fund has been introduced to support the business skills development of promising creative entrepreneurs who lack the means to cover the full fee of the talk seminars, and Business of Design will be approaching companies to fund such scholarships.

Dates and cost

The event takes places in Cape Town on 15-16 October at Rotunda at The Bay Hotel, Camps Bay and in Johannesburg, 22-23 October at Sage Conferencing, Sage Technology Park, Woodmead.

The cost is R3,950 per delegate. Booking details on the website, with an early bird discount for those who book before 26 August and pay R3,500, with a half-term payment option.

Contact Tracy Lynn Chemaly on tracy@businessofdesign.co.za or 073 419 9875 www.businessofdesign.co.za.